

CALL FOR ENTRIES

Mendocino Art Center's Members' Juried Photography Exhibit

October 3-30, 2016 • Take-in Date: Saturday, October 1, 2016, 10:00am–3:00pm

OUR JUROR



LARRY R WAGNER, retired engineer and executive, turned to professional photography in 2006 after enjoying photography as a hobby since he was a kid. He has learned his skills from his interest in art, studying the work of great photographers (Richard Avedon and Dorothea Lange are two of his favorites), obtaining the tutelage of some excellent photographers (Loren Hammer on the Mendocino Coast and David Robin and others at the Santa Fe School), spending many, many hours of practice and taking thousands of photos. While he does many genre of photography – nature, floral, architectural, an occasional wedding, photo restoration – his first love is photographing people. He is photographer for the Mendocino Center for Circus Arts (CircusMecca), Mendocino Theatre Company, Symphony of the Redwoods, Gloriana Musical Theatre, Local Licks Live and Flynn Creek

Circus. In addition he does work for the Mendocino Film Festival and *Mendocino Arts* magazine, among others.

Larry was one of the founders of the Mendocino Photographers Guild and Gallery, was a guest artist at Edgewater Gallery, has shown his work at the Highlight Gallery, Mendocino Art Center, Zimmer Gallery, and many other sites. He currently has a show at Savings Bank of Mendocino which will be up until the end of September. He has published numerous photography books including *Artists of the Mendocino Coast Volumes 1 and 2*, *Look at Us, We Are Beautiful (glamour isn't just for Hollywood)*, and *Saloonchicks*, a book about the denizens that hang out at the Saloon on Grant Ave. in San Francisco. He is currently working on *Mendocino Coast Artists 2016* which is targeted to be released by the end of the year. He does publicity and portfolios for some of the aerial circus performers and will have a solo show at Mendocino Art Center in October. Visit **WagnerPhotoArt.com**.

CALENDAR

October 1 (Saturday, 10:00am–3:00pm): Take in work. Memberships may be renewed on take-in date.

October 2 (Sunday): Artists will be notified of the results of the jurying.

October 2 (Sunday, 10:00am–5:00pm): Pick up work that is not accepted.

October 3 (Monday): Exhibit opens. Daily, 10:00am–5:00pm.

October 8 (Saturday, 5:00pm–8:00pm): Artist Reception. **Please bring an appetizer to share.**

October 31 (Monday, 2:00pm–4:00pm): Pick up unsold artwork.

ELIGIBILITY / FEES / SALES

This show is open to all current MAC Members. Up to four photographs, created in the last year, may be submitted. Please see the juror's selection criteria on the reverse. Work must be received ready to install with proper hanging devices attached. No saw tooth hangers please. Please label each photograph with the artist's name, telephone number, email address, title of work, medium, and retail price of work. A non-refundable entry fee of \$15 per piece will be charged. All work must be for sale. You will receive 60% of the sales price. MAC retains a 40% commission on all sales for the purpose of sustaining our exhibit and education programs.

PICKING UP UNSOLD ARTWORK

In the event your artwork does not sell, please plan to pick it up on Monday, October 31, 2:00pm to 4:00pm. The Mendocino Art Center does not have storage facilities and your artwork is insured only for the duration of the exhibit. If you are unable to pick up your work, please provide prior written authorization for another person to do so on your behalf. Thank you. For more information, contact our Exhibition Coordinator at 707.937.5818, ext. 13.



Mendocino Art Center
 45200 Little Lake Street
 P.O. Box 765
 Mendocino, CA 95460

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Call for Entries
Members' Juried
Photography Exhibit
 October 3-30, 2016
 Take-in Date: October 1, 2016

Mendocino Art Center, P.O. Box 765, Mendocino, CA 95460
 707.937.5818, ext. 10 • 800.653.3328, ext. 10 • MendocinoArtCenter.org/membership.html

I am also interested in: Volunteering Sponsoring an exhibit
 Bequests, living trusts, memorials, building fund or the MAC Endowment Fund

YES! I want to: Become a Mendocino Art Center Member Renew My Annual Membership

Individual \$65 Household (maximum two members) \$100 Student (12+) \$30 Senior (70+) \$30
 Sustaining \$250 Patron \$500 Business: Partner \$250 Business: Website Sponsor \$500
 Annual Zacha Legacy Society: \$1,000 \$2,500 Other _____
 I would like to make a recurring gift of \$ _____ charged to the account indicated below.
 Monthly Quarterly Begin billing date: _____ End billing date: _____

Name _____
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 Authorized Signature _____ Exp. Date _____

Check (payable to the Mendocino Art Center) OR
 Charge my Visa MasterCard Discover
 in the amount of \$ _____

The selection criteria for the Members' Juried Photography Exhibit...

- ORIGINALITY:** Is this something never seen as a photographic subject or is it something that we have seen before, but is a fresh interpretation?
- EMOTIONAL IMPACT:** Does this image create an impact on the viewer that makes the viewer want to spend time looking at it or come back again?
- COMPOSITION:** Is this piece composed in a way that is pleasing to view and keeps the viewer engaged in the image?
- PHOTOGRAPHIC QUALITY:** Are the tools of good photography appropriately used – focus, depth of field, absence of noise and artifacts, lighting, etc?

Larry R Wagner is looking forward to seeing some outstanding images.